

Paul Cook  
West Central Wisconsin – Care Management Collaborative  
Eau Claire, WI

June 13, 2006

Dear Ms. Luedtke:

As requested by DHFS Secretary Helene Nelson, we are submitting the West Central Wisconsin Care Management Collaborative's plan to involve consumers and other stakeholder in the process of expanding managed long-term care in this region. Stakeholder participation is vital to the development of a system that respects the needs of target populations and their families, considers impacts on employees and providers and reflects local values.

The consortium's first step in our plan was the creation of a Communication and Stakeholder Involvement Committee. The committee has been meeting since early May. Their preliminary work plan is provided below.

This committee also reflects our commitment to including stakeholders in a meaningful, effective manner. The committee's membership includes stakeholders who are providers, employees of the system, advocates, and consumers.

<b>WCW-CMC Communications and Stakeholder Involvement Committee</b>	
<b>Charge</b>	To develop a consistent and effective message on the reform agenda of WC-CMC to all stakeholders and the wider public and to invite responsive voices into WC-CMC's planning [and implementation] process.
<b>Approach</b>	<ul style="list-style-type: none"><li>• Generated ground rules to guide group work.</li><li>• Created vision &amp; mission statements with a values statement.</li><li>• Create inventory of stakeholders by county for communication.</li><li>• Develop appropriate strategies to ensure "meaningful and effective" involvement across stakeholder groups.</li><li>• Develop initial message on the reform agenda based on pre-existing pieces.</li><li>• Conduct initial town hall meetings.</li><li>• Move forward with the implementation of "Base Camp" to facilitate internal communications.</li><li>• Develop "public" website to share work of consortiums across the state.</li><li>• Establish dialogue with state level stakeholder committee.</li></ul>
<b>Membership: Chair Co-Chair Members</b>	Phil Wicktor, Pepin County Human Services Karen Bullock, CHP Membership includes Tim Sheehan – CILWW and Rick Pelishek - DRW

<b>Information &amp; Analysis Required</b>	<ul style="list-style-type: none"> <li>✓ To be determined.</li> <li>✓ Presentation handouts</li> </ul>
<b>Work Plan</b>	<p>A more formal work plan will be developed. Initial actions, the responsible party (ies), and proposed due dates are listed below.</p> <ul style="list-style-type: none"> <li>• Ground rules – draft completed 4/12/06.</li> <li>• Mission/vision/values – draft completed 4/12/06. Karen will revise by 4/18/06 meeting.</li> <li>• Inventory – form &amp; cover letter – Malone. Ready for distribution at 4/18/06 governing board meeting.</li> <li>• Reform “message” creation – Tim Sheehan, lead. Draft to group before next meeting.</li> <li>• “Public” website feasibility study – Phil Davis – next committee meeting.</li> </ul>
<b>Staffing Paid In-kind</b>	<p>Project Manager Committee members, TMG</p>

#### Work Plan Update:

- Ground rules have been adopted and are currently in use by the committee.
- Mission/vision/values statement is expected to be approved at the next governing board meeting.
- The stakeholder inventory form and cover letter have been completed and distributed (See attached). Responses are being collected. This effort also includes a “statement of interest” for stakeholders to complete to tell the committee how they would like to be involved. This inventory and the statements of interest will help us lay the groundwork for identifying stakeholders and consumers.
- An initial “message” has been created and distributed. It will also be included on a website as part of our outreach effort.
- As a temporary measure, the committee will be dovetailing their web outreach efforts with one of the committee member’s on-going web site targeted towards consumers. A number of educational and informational materials will be included on this site in order to ensure transparency and accessibility to information.
- The committee has formed a sub-committee to develop a plan to establish an “outreach” website for the purpose of informing stakeholders and seeking their input.
- A more formal work plan is being drafted and will be reviewed and adopted in June.
  - The work plan includes the following:
    - Phase 1
      - Stakeholder Identification
      - Recruitment
      - Develop outreach plan

Phase 2: Message Development

- Development of consistent, key messages targeted towards the needs of various stakeholder groups. Messages will change over time and as planning and implementation progress.

Phase 3: Outreach – Actual implementation of the stakeholder involvement and communication plan.

- Awareness
- Education
- Input
- Interaction
- Partnership

Phase 4: On-going Involvement during MCO operation

As you review this outline, keep in mind that the committee has already begun implementing parts of its plan.

This basic outline emphasizes the importance of stakeholder identification as a preliminary step in an effective plan. It is the intention of the committee to use multiple methods of involving stakeholders. The committee feels such an approach will allow them to reach more stakeholders in meaningful ways that are respectful and effective.

The committee is working with Pat Malone of UW-Extension and is looking forward to receiving feedback and suggestions from the Statewide Stakeholder Committee.

If you have any questions, please do not hesitate to contact me at 715-855-2494.

Sincerely,

Paul Cook